



# Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Lauderdale, AL

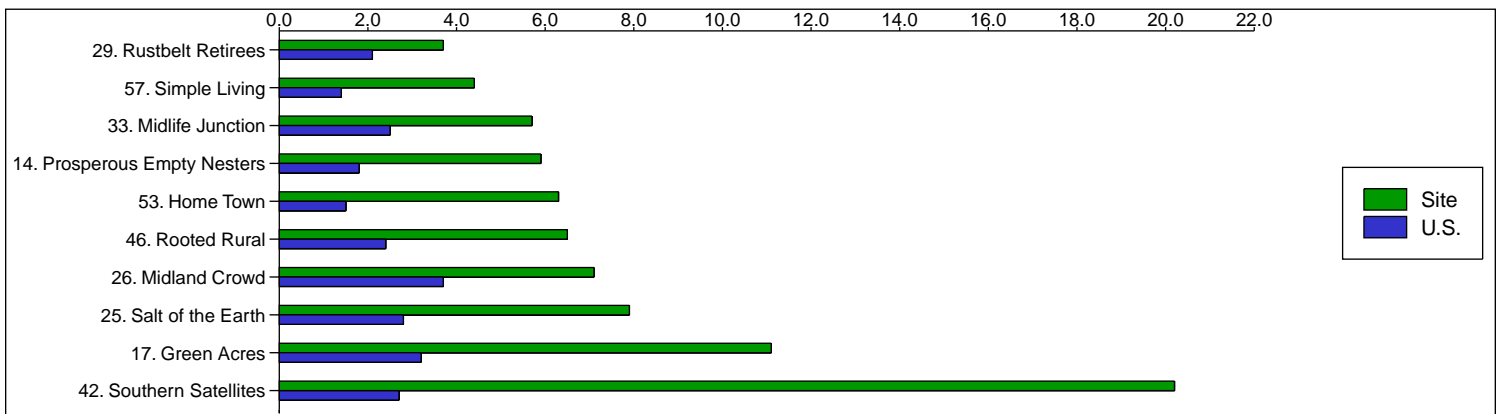
## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	20.2%	20.2%	2.7%	2.7%	740
2	17. Green Acres	11.1%	31.3%	3.2%	5.9%	350
3	25. Salt of the Earth	7.9%	39.2%	2.8%	8.7%	286
4	26. Midland Crowd	7.1%	46.3%	3.7%	12.4%	189
5	46. Rooted Rural	6.5%	52.8%	2.4%	14.8%	266
	<b>Subtotal</b>	<b>52.8%</b>		<b>14.8%</b>		
6	53. Home Town	6.3%	59.1%	1.5%	16.3%	430
7	14. Prosperous Empty Nesters	5.9%	65.0%	1.8%	18.1%	319
8	33. Midlife Junction	5.7%	70.7%	2.5%	20.6%	230
9	57. Simple Living	4.4%	75.1%	1.4%	22.0%	308
10	29. Rustbelt Retirees	3.7%	78.8%	2.1%	24.1%	175
	<b>Subtotal</b>	<b>26.0%</b>		<b>9.3%</b>		
11	55. College Towns	3.3%	82.1%	0.8%	24.9%	412
12	50. Heartland Communities	2.7%	84.8%	2.2%	27.1%	124
13	07. Exurbanites	2.0%	86.8%	2.5%	29.6%	81
14	65. Social Security Set	1.7%	88.5%	0.6%	30.2%	265
15	48. Great Expectations	1.7%	90.2%	1.7%	31.9%	97
	<b>Subtotal</b>	<b>11.4%</b>		<b>7.8%</b>		
16	31. Rural Resort Dwellers	1.6%	91.8%	1.6%	33.5%	99
17	52. Inner City Tenants	1.5%	93.3%	1.5%	35.0%	100
18	30. Retirement Communities	1.4%	94.7%	1.5%	36.5%	96
19	64. City Commons	1.4%	96.1%	0.7%	37.2%	202
20	62. Modest Income Homes	1.2%	97.3%	1.0%	38.2%	123
	<b>Subtotal</b>	<b>7.1%</b>		<b>6.3%</b>		
	<b>Total</b>	<b>97.3%</b>		<b>38.2%</b>		<b>254</b>

## Top Ten Tapestry Segments

Site vs. U.S.

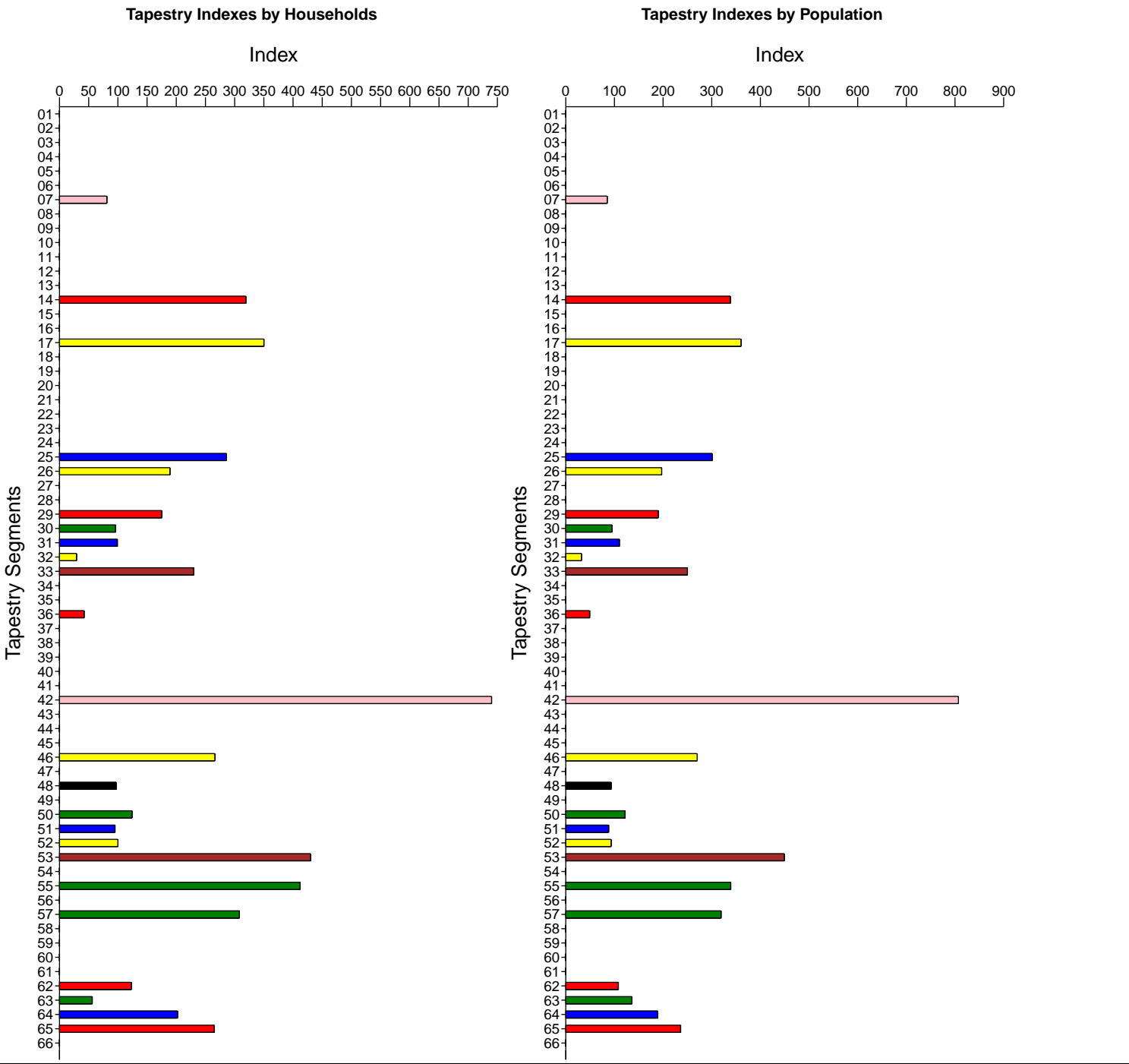


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Lauderdale, AL



Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Lauderdale, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	37,081	100.0%		88,467	100.0%	
<b>L1. High Society</b>	749	2.0%	16	1,929	2.2%	16
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	749	2.0%	81	1,929	2.2%	85
<b>L2. Upscale Avenues</b>	4,131	11.1%	80	10,593	12.0%	87
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	4,131	11.1%	350	10,593	12.0%	360
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	791	2.1%	41	1,778	2.0%	38
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	331	0.9%	95	807	0.9%	88
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	460	1.2%	123	971	1.1%	108
<b>L4. Solo Acts</b>	307	0.8%	12	651	0.7%	15
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	307	0.8%	42	651	0.7%	49
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	7,301	19.7%	159	15,532	17.6%	168
14 Prosperous Empty Nesters	2,180	5.9%	319	5,048	5.7%	338
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,356	3.7%	175	3,171	3.6%	190
30 Retirement Communities	522	1.4%	96	936	1.1%	95
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	987	2.7%	124	2,089	2.4%	122
57 Simple Living	1,620	4.4%	308	3,300	3.7%	319
65 Social Security Set	636	1.7%	265	988	1.1%	236
<b>L6. Scholars &amp; Patriots</b>	1,306	3.5%	244	3,018	3.4%	191
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	1,213	3.3%	412	2,223	2.5%	339
63 Dorms to Diplomas	93	0.3%	56	795	0.9%	136

Source: ESRI



# Tapestry Segmentation Area Profile

LifeMode Groups  
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Counties: Lauderdale, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	37,081	100.0%		88,467	100.0%	
<b>L7. High Hopes</b>	626	1.7%	41	1,275	1.4%	38
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	626	1.7%	97	1,275	1.4%	93
<b>L8. Global Roots</b>	563	1.5%	19	1,172	1.3%	14
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	563	1.5%	100	1,172	1.3%	93
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	508	1.4%	18	1,222	1.4%	15
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	508	1.4%	202	1,222	1.4%	189
<b>L10. Traditional Living</b>	2,433	6.6%	75	5,629	6.4%	76
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	307	0.8%	29	749	0.8%	32
33 Midlife Junction	2,126	5.7%	230	4,880	5.5%	250
34 Family Foundations	0	0.0%	0	0	0.0%	0
<b>L11. Factories &amp; Farms</b>	12,746	34.4%	362	31,919	36.1%	386
25 Salt of the Earth	2,932	7.9%	286	7,301	8.3%	301
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	7,484	20.2%	740	19,073	21.6%	807
53 Home Town	2,330	6.3%	430	5,545	6.3%	449
56 Rural Bypasses	0	0.0%	0	0	0.0%	0
<b>L12. American Quilt</b>	5,620	15.2%	163	13,749	15.5%	168
26 Midland Crowd	2,615	7.1%	189	6,694	7.6%	197
31 Rural Resort Dwellers	597	1.6%	99	1,429	1.6%	110
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	2,408	6.5%	266	5,626	6.4%	270
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

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Counties: Lauderdale, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	37,081	100.0%		88,467	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	1,144	3.1%	65	2,210	2.5%	45
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	508	1.4%	202	1,222	1.4%	189
65 Social Security Set	636	1.7%	265	988	1.1%	236
<b>U3. Metro Cities I</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	1,485	4.0%	37	3,554	4.0%	41
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	522	1.4%	96	936	1.1%	95
34 Family Foundations	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	307	0.8%	42	651	0.7%	49
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	563	1.5%	100	1,172	1.3%	93
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	93	0.3%	56	795	0.9%	136
<b>U5. Urban Outskirts I</b>	933	2.5%	23	2,024	2.3%	20
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	307	0.8%	29	749	0.8%	32
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	626	1.7%	97	1,275	1.4%	93

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<b>U6. Urban Outskirts II</b>	3,624	9.8%	190	7,301	8.3%	156
51 Metro City Edge	331	0.9%	95	807	0.9%	88
55 College Towns	1,213	3.3%	412	2,223	2.5%	339
57 Simple Living	1,620	4.4%	308	3,300	3.7%	319
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	460	1.2%	123	971	1.1%	108
<b>U7. Suburban Periphery I</b>	2,929	7.9%	51	6,977	7.9%	49
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	749	2.0%	81	1,929	2.2%	85
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
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15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	5,812	15.7%	162	13,596	15.4%	169
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	1,356	3.7%	175	3,171	3.6%	190
33 Midlife Junction	2,126	5.7%	230	4,880	5.5%	250
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43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	2,330	6.3%	430	5,545	6.3%	449
<b>U9. Small Towns</b>	987	2.7%	55	2,089	2.4%	52
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	987	2.7%	124	2,089	2.4%	122
<b>U10. Rural I</b>	10,275	27.7%	245	26,017	29.4%	259
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<b>U11. Rural II</b>	9,892	26.7%	347	24,699	27.9%	369
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42 Southern Satellites	7,484	20.2%	740	19,073	21.6%	807
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66 Unclassified	0	0.0%	0	0	0.0%	0

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